

1 JUN 1977

77-3079

MEMORANDUM FOR THE RECORD

SUBJECT: Proposed Action Plan for CIA Outreach Program

SUMMARY

Four phases are proposed appealing to different groups and progression from a limited scope, immediate program to a larger, Saturday tour program. Phases I and II address the Congressional Interns and Congressional Staffers and, because of smaller group size, provide more opportunity to develop rapport and dialogue and to "dry run" Saturday tour exhibits as they become available. Phase III is simply a CIA family day on a Saturday to "dry run" the Saturday tour program. Phase IV is a Saturday tour program modelled after the White House/FBI/Pentagon Congressional referral tour programs.

PHASE I

Congressional Interns (the "Best and Brightest" college students working in Member offices for summer months under auspices of a Bipartisan Intern Committee).

Tuesdays/Thursdays (a.m. and p.m.).

Two sessions per day.

Fifty interns per session (capacity of one Metro bus and Room 1A07 Headquarters).

Room 1A07 Headquarters.

Transportation provided by Agency on leased Metro bus to and from Capitol Hill.

Reservations by telephone--first come/first served.

Identification by Congressional I. D. card.

Format: OTR briefer talk on CIA (1 1/4 hours), Question/Answer and view exhibits in 1A corridor (3/4 hour).

DCI Action: Issue general invitation to House/Senate Leadership (who are sponsors of the Bipartisan Intern Committee).

OLC Follow-up: Coordinate program with Committee. Establish reservation system. Escort initial groups.

PROS

High payoff
1. Sponsored by Congressional Leadership
2. Future leaders

Pre-packaged group

Congressional I. D. 's

OTR briefer appeals to this type group.

CONS

Lack transportation
Large potential number
(2500 per summer)

PHASE II

Congressional Staff (majority of staff is "personal staff" working in each office - these are people who will be making the reservations for the Saturday tours).

Monday/Friday (a. m.).

One session per day.

Fifty people per session (capacity of one Metro bus)

Room 1A07 Headquarters.

Transportation provided by Agency on leased Metro bus to and from Hill. .

Reservations by telephone--first come/first served.

Identification by Congressional I. D. card.

Format: OTR briefer talk on CIA (shorter time than for interns), "feature speaker" to discuss some aspect of CIA in a bit more depth (unclassified), Question/Answer and view exhibits in 1A corridor.

DCI Action: Contact Speaker of House and Vice President Mondale to indicate plan. Send letter to each Member, explaining particulars.

OLC Follow-up: Establish reservation system. Coordinate program. Escort initial groups.

PROS

Spreads knowledge to staffers not normally concerned with intelligence process.

Educates staffers who may be responding to constituent inquiries regarding CIA.

Congressional I. D. 's.

A "guest speaker" to augment OTR briefer preferred to briefer only.

CONS

Large potential number (15,000).

May spark some questioning into source of funding for program.

PHASE III

CIA Families (a precursor to the Saturday tour program using the families as a "pre-packaged," trial group).

Saturday.

One time only.

Four sessions by Directorate.

Auditorium (limited to 500 people per session)

Format: DCI/DD welcome, moderator talk on CIA, film, Question/Answer, tour of exhibits, reception/hospitality area).

DCI Action: Organize through DD's.

OLC Follow-up: Monitor Question/Answer session for Congressional impact questions.

PROS

Raise morale (assuage possible criticism that program is designed for only Congressional referrals).

Provides a sample group to try out concept.

Escorted by badged employees.

CONS

Large groups (four groups of 500).

Thirty-person guided tours impossible.

PHASE IV

Congressional Referral tours (also to include requests for tours from employees).

Saturdays (0900 - 1330).

Four sessions with 90 people per session (expandable to seven sessions per Saturday).

Transportation by private car.

Auditorium.

Format: Moderator to talk on CIA, film, Question/Answer, tour of exhibits, exit front.

Each session of 90 to break up into 30-person groups for guided tour.

Each tour accompanied by "talking guide" and "pusher/security person."

DCI Action: Contact Speaker of House and Vice President to indicate plan. Send letter to each Congressional office to explain particulars.

OLC Follow-up: Schedule meeting on Hill to explain to "staffers." Establish reservation system. Coordinate program.

PROS

Controls group size (30) for
guided tours.

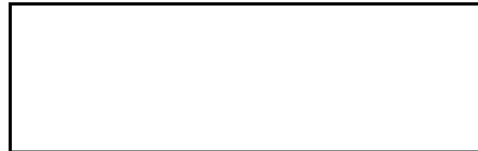
Permits a scheduled day.

Expandable for greater demand.

CONS

Four sessions only accommodate
360/day. (Pentagon gets
630/week in summer.)

May require more staff personnel,
with concomitant morale problem.



Coordination and Review Staff
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